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Before the Federal Communications Commission Washington, DC 20554

Federal Communications Commission Öffice of Secretary

)	MB Docket No. 03 -35 RM-10646
,	KWI-10040
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To: Assistant Chief. Audio Division

COMMENTS AND COUNTERPROPOSAL

Miller Communications, Inc. ("Miller"), by its attorneys and pursuant to Sections 1.415 and 1.420(d) of the Commission's Rules, hereby files this counterproposal to the Commission's proposed amendment of Section 73.202(b) of the Rules as set forth in the Commission's *Notice of Proposed Rule Making*, D A 03-369, released February 7, 2003 ("NPRM"). That NPRM, issued at the request of SSR Communications Incorporated ("SSR") proposes the allotment of Channel 237A to Florence, South Carolina, as that community's second FM aural transmission service. Instead, Miller proposes to allot Channel 237A to Quinby. South Carolina, as its first local aural transmission service.' In support whereof, Miller shows the following:

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^{&#}x27;Quinby has been added to the caption

^{&#}x27;This Counterproposal is mutually-exclusive with the proposal of **SSR** Communications Incorporated ("SSR"), as set out in the NPRM. Comments and counterproposals are due by March 31, 2003, so this Counterproposal is timely Filed.

Counterproposal

The attached study' entitled "Technical Statement," incorporated herein by reference, provides the technical information to support Miller's counterproposal.

Florence, South Carolina

According to the NPRM, Florencc. South Carolina, had a 2000 population of 30.248 persons. The community is currently served by commercial stations WJMX(AM), licensed to Root Communications License Company, L.P.; WOLS(AM), licensed to WOLS Broadcasting Corporation; and WYNN(AM) and WYNN-FM, licensed to Cumulus Licensing Corp. Other stations licensed to Florence include noncommercial FM station WLPG(FM), licensed to Augusta Radio Fellowship Institute, Inc.: three commercial television stations, WBTW(TV), licensed to Media General Broadcasting of South Carolina Holdings, Inc.; WPDE-TV, licensed to Grand Strand Communications; and WWMB(TV), licensed to Atlantic Media Group. Florence is also served by noncommercial educational television station WJPM-TV, licensed to South Carolina Educational TV Commission.

Quinby, South Carolina

As an alternative to SSR's proposal, Miller proposes the allotment of Channel 237A to Quinby, South Carolina, as its first local aural service. Quinby, South Carolina, had a 2000 population of 842. It is listed in the U.S. Census as a town. The attached

Attachment A.

The reference coordinates for Channel Channel 237A at Quinhy are 34" 10' 23" North Latitude and 79"37' 11" West Longitude. The Technical Statement shows that a city grade signal would be placed over Quinby from this site, and that the site meets other technical requirements.

letter' from Dawn T. Osbornc, Town Clerk of Quinby, indicates that Quinby was chartered by the State of South Carolina in 1967 and incorporated in 1976. The town operates on a Mayor-Council form of government holding elections every two years. The Town Council meets monthly ai the Town Hall. The town is located northeast of Florence in close proximity of Highway 1-95 and Highway 327. The town owns a rccreaiion complex consisting of a community swimming pool, volleyball court, two lighted tennis courts, playground area and a softball/baseball field. There are two churches in the town limit as well as a private school. Among the businesses in Quinby are a grocery store, bank, tool and die fabricating company, wholesale drywall business, a deli/pub, a tanning salon and movie rental store, a U. S. Postal facility, convenience store and various business offices. Theie is an apartment complex with approximately 24 apartments. The Windy Hill volunteer fire department has a substation located in the town limits and responds to all lire calls as well as automobile accidents. The Quinby police depaitment protects the citizens and the municipal judge holds traffic court in municipal courtrooms. The town recently completed a beautification project. There is no question that Quinby is a "community" for allotment purposes. Quinby has "social, economic, cultural or governmental indicia" which identify it as a community. See Thermopolis and Story, Wyoming, I6 FCC Rcd 13066 (2001) and Avon, North Carolina, 14 FCC Rcd 3939 (1999). See also Implementation of BC Docket No. 80-90 to Increase the Availability of FM Broadcast Assignments, 5 FCC Rcd 934 (1990).

Attachment B.

Tuck Showing

The Technical Exhibit shows that Quinby is located within the Florence, South Carolina. Urbanized Area, which has a population of 67,314 persons. Quinby comprises only 2.5% of the Urbanized Area. From the reference coordinates at North Longitude 34" 10' 23", West Longitude 79" 37' 11" a Class A station at Quinby would provide a city grade contour to approximately 60.7%% of the Urbanized Area. Since Quinby is inside the Urhanized Area, Miller herein makes a showing pursuant to Faye and Richard Tuck. 3 FCC Red 5374 (1998), and RKO General (KFRC), 5 FCC Red 3222 (1990) ("Tuck-KFKC") that stations licensed to the Urbanized Area should not be attributed to Quinby. It is believed that Quinby warrants a first local service preference since it meets the tests sei out in Tuck-KFRC. Quinby is not dependent on Florence, and the stations licensed to the Florence, South Carolina, Urbanized Area should not be attributed to Quinby

To evaluate the three criteria enumerated in *Tuck-KFRC*, the Commission examines (I) the extent to which the proposed station could provide service not only to the suburban community. bur also to the adjacent metropolis; (II) relative size and proximity of the suburban community to the metropolis; and (III) whether there is

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[&]quot;There is some question as to the need for Miller to provide a showing pursuant to *Tuck-KFRC* and *Huntington Broadcasting Co. v. FCC*, 192 F. 2d 33 (D. C. Cir. 1951). Traditionally, such showings are only required when determining whether a suburban community should be denicd a first local preference when requesting a change of community of license. See *Amendment of the Commission's Rules Regarding Modification of FM and TV Authorizations to Specify a New Community of License*, 4 FCC Rcd 4870 (1989), recon. granted in part, 5 FCC Rcd 7094 (1990). See also *Remington and Falmouth, Virginia*, 8 FCC Rcd 6627 (1993) and *Bowdon*, *Hogansville and Sparta*, *Georgia*, 6 FCC Rcd 4863 (1991). However, Miller is providing a *Tuck-KFRC* showing in light of *Lockport and Amherst*, *New York*. 14 FCC Rcd 15438 (1999), where *Tuck-KFRC* did not apply, yei the Commission discussed the criteria anyway.

independence of the suburban community from the metropolis. Each of the *Tuck-KFRC* criteria is discussed separately:

I. <u>Signal Population Coverage</u>. The attached Technical Exhibit shows that a Class A station operating li-om the reference coordinates would place a 60 dBu signal (primary service) over 100% pel-cent of the Florence, South Carolina Urbanized Area. A 70 dBu signal would serve only 60.7% of the Urbanized Area or a population of 40,860 persons within the Urbanized Area.

II. Relative Size and Proximity. With respect to the second criterion, of relative size and proximity, Quinby is approximately S.3 km (3.3 miles) northeast of Florence and has a population of 842 according to the 2000 census comprising 1.25% (67,314) of the total population of the Urbanized Area, whereas Florence has a population of 30,248 which is about 35 times larger.

III. <u>Independence of Quinby</u>. The Commission analyzes eight factors to determine whether a community is independent of the metropolis. Each factor is considered herein. In sum, the evidence supports a finding of independence of Quinby.

- (a) The extent to which community residents work in Florence rather than Quinby. According to the Town Clerk, the majority of Quinby residents work in Florence.'
- (b) Whether Quinby has its own newspaper or other media that covers

 Quinby's needs and interests. Quinby does not have its own newspaper. There are no radio or television stations licensed to Quinby at present.

Source: Telephonic interview of Town Clerk by counsel.

- (c) Whether Quinby community leaders and residents perceive Quinby separate from Florence. There is attached a copy of a letter from the mayor of Quinby stating that Quinby is independent from the Florence Urbanized Area, and that they perceive Quinby as separate lifom the Urbanized Area.
- (d) Quinby has its own local government and elected officials. As noted *supra*, Quinby has its own local government and elected officials. It has a mayor, city council, city clerk and municipal judge.
- (e) Whether Quinby has its own telephone book provided by the local telephone company or ZIP code. Quinby has its own post office but shares a ZIP code with Florence. Quinby does not have its own telephone directory because all of the smaller communities in the region are combined into one regional telephone directory. Quinby listings are included in the regional directory covering Florence.
- Quinby has its own commercial establishments and transportation systems. Among the businesses in Quinby arc a grocery store, bank, tool and die fabricating company, wholesale drywall business, a deli/pub, a tanning salon and movie rental store, a U. S. Postal facility, convenience store and various business offices that appear to serve the needs and interests of the residents. There is an apartment complex with approximately 24 apartments. The town owns a recreation complex consisting of a community swimming pool, volleyball court, two lighted tennis courts, playground area and a softball/baseball field. There are two churches in the town limit as well as aprivate

^{*} Attachment C, letter from Mayor Thomas A. Gregg (signed for him by the Town Clerk).

⁹ Source: Telephonic interview of Town Clerk by counsel

¹¹¹ See Attachment D, List of Quinby businesses.

school. The town recently completed a beautification project. Health care is provided by hospitals in Florence.

- (g) The extent tu which Quinby and Florence are part of the same advertising market. Quinby and Florence are part of the same advertising market.
- services such as police, fire protection, schools and libraries. Quinby has its own municipal sei-vices, which include a police department, and municipal judge. There is a private school which Quinby school children may attend. Residents use the Florence County library.

favor not attributing the Urbanized Area aural services Quinby since only 60.7 % of the Florence Urbanized Area would be covered by a 70 dBu signal from the Quinby station, and, hence, the entire Urbanized Area would not be covered. The second factor (size/proximity of Quinby to Florence) is less clear. Quinby is much smaller than Florence but is 3.3 miles distant. However, the third factor (independence of Quinby Irom the Urbanized Area) clearly supports a finding of not attributing the Florence, South Carolina Urbanized Area aural services to Quinby. As stated in *Tuck*, the size and proximity of the specified community to the central city and signal population coverage are pertinent, but less significant than evidence of independence. As a result, the Commission should conclude that Quinby is sufficiently independent from the Florence, South Carolina Urbanized Area so that the aural services licensed to the Urbanized Area should NOT be attributed to Quinby.

Comparison of Proposals

Miller's counterproposal represents a preferential arrangement of allotments. The proposal to allot Channel 237A to Florence would result in its sixth (6th) local aural service. The allotment of Channel 237A to Quinby would result in a first local service, Miller's counterproposal is preferred to SSR's under *Revision of FM Allotment Policies and Procedures*, 90 FCC 2d 88 (1982). The FM priorities are as follows: (1) first fulltime aural service, (2) second fulltime aural service, (3) first local service, and (4) other public interest matters. Co-equal weight is given to Priorities (2) and (3). In making its evaluation, the Commission considers the "totality of factors." See *LaGrange and Rollingwood, Texas*, 10 FCC Rcd 3337 (199.5). Since Miller's proposal would result in a first local service, the proposals must be evaluated on Priority 3. Without question, Miller's pi-oposal to provide a first local service is preferred to SSR's proposal for a sixth local service to Florence.

Expression of Interest

If the Commission allots Channel 237A to Quinby, South Carolina, Miller will during the applicable future filing window, file an application on FCC Form 175 in order to participate in any future auction and will participate in any such auction (if one or more mutually-exclusive Forms 17.5 are timely filed). If Miller's application is a "singleton," (i.e., not mutually exclusive with another application for the same construction permit), or if Miller is the successful high bidder at the auction. Miller will timely file FCC Form 301 (long-form application) for construction permit for a new

In addition, Florence is served by four full-power television stations, a low power television station, and four FM translators. None of these are counted in determining the number of services to Florence, but it demonstrates that Florence is replete with electronic media.

commercial radio station on Channel 237A at Quinby, South Carolina, and if Miller obtains a grant of the construction permit, Miller will timely construct a new station in compliance with the Commission's construction permit authorized as a result of this allotment.

Station WIBZ Minor Change

Miller is licensee of Station WIBZ(FM), Channel 238A, at Wedgefield, South Carolina. On March 3 1.2003, Miller filed a minor change application (File No. BPH-20030331AAI, copy attached", for WIBZ which is mutually exclusive with the reference coordinates specified by SSR. If Miller's counterproposal is granted, WIBZ's application could also be granted. Where an application that conflicts with a petition for rulemaking is filed after the petition Tor rulemaking, but pnor to the close of the initial comment period in the rulemaking proceeding, the Commission compares the merits of the application with those of the rulemaking petition. See *Conflict Between Applications* and Petitions for Rule Making to Amend the FM Table of Allotments, 7 FCC Rcd 4917 (1992), recon. granted in part and denied in pan, 8 FCC Rcd 4743 (1993). The merits are clear: Miller's counterproposal would provide a first local service to Quinby and also permit the grant of Miller's minor change application for WIBZ.

Conclusion

In light of the above, the Commission should deny SSR's proposal, and instead, allot Channel 237A to Quinby, South Carolina, as set forth in the following table:

Attachment E

South Carolina

Community	Present Channel	Proposed Channel
Florence	292A	292A
Quinby	None	237A

Wheret'ore, Miller respectfully requests the Commission to adopt its counterproposal as described herein and to DENY the proposal of **SSR**

Respectfully submitted,

MILLEH COMMUNICATIONS, INC.

Gary S. Smithwick
Its Attomcy

Smithwick & Belendiuk, P.C.

5028 Wisconsin Ave., N.W. Suite 301 Washington, DC 20016 (202) 363-4050

March 31, 2003

ATTACHMENT A

GRAHAM BROCK, INC.

Broadcast Technical Consultants

COUNTERPROPOSAL

MM DOCKET 03-25

MILLER COMMUNICATIONS, INC.

ALLOT CHANNEL 237A

OUINBY, SOUTH CAROLINA

March 2003

TECHNICAL EXHIBIT

Copyright 2003

COUNTERPROPOSAL MM DOCKET 03-25 MILLER COMMUNICATIONS. INC. ALLOT CHANNEL 237A OUINBY, SOUTH CAROLINA March 2003

TECHNICAL STATEMENT

I. This tectuical statement and attached exhibits have been prepared on hehalf of Miller Communications. Inc. ("MCI") as a counterproposal to the proposed allotment of Channel 237A to Florence, South Carolina (MM Docket No. 03-25, RM 10646). MCI requests that Channel 237A be allotted to Quinby, South Carolina, in lieu of being allotted to Florence, South Carolina. The proposed allotinent to Quinby, South Carolina, will provide this community with its first locally licensed aural service.

DISCUSSION

2. The community of Quinby is located in northern Florence County, South Carolina. Quinby is an incorporated community listed in the 2000 U.S. Census with a population of 842 persons. Quinby has an elected Mayor and four member City Council. Quinby has its own police department. It also has numerous community service organizations, businesses, churches and residences. Although Quinby is within the Florence Urbanized Area, it is believed to be independent of Florence and deserving of its own local service.

PROPOSAL

3. Channel 237A can be allotted to Quinby, South Carolina, at geographic coordinates

North Latitude 34" 10' 23" and West Longitude 79° 37' 11", while providing the requisite spacing

to all present and proposed full service FM facilities (including the proposed relocation of WIBZ, Wedgefield, South Carolina). Attached, as Exhibit #1, is a map demonstrating that Channel 237A, from the proposed reference site, will place a city grade signal over all of Quinbypursuant to the Commission's rules. Exhibit #2 is a §73.207 spacing study from the proposed site, demonstrating that Channel 237A meets the Commission's minimum distance separation requirements to all licensed, applied for or proposed facilities.

4. Therefore, Miller Communications, Inc., herein requests the following changes in §73.202 of the Commission's rules.

Quinby, South Carolina

Present Proposed None 237A

PUBLIC LNTEREST

- 5. The allotment of Channel 237A to Quinby will provide that community with its first locally licensable station. Once Channel 237A is allotted to Quinby, South Carolina, Miller Communications, Inc., will pursue an application for construction permit as indicated under the Commission's rules.
- 6. The town of Quinby, South Carolina, is located 5.3 km (3.3 miles) northeast (28.4' True) of Florence, South Carolina, and lies within the Florence, South Carolina, Urbanized area.

The population of Quinby is 842 personal, which represents 1.25% of the total population of 67, 314 persons within the Floreice Urbanized Area. Quinby represents 2.5% of the land area within the Florence Urbanized Area. By using the typical reference distances for a 6.0 kW / 100 meter HAAT Class A facility², at the proposed geographic coordinates, as shown in Exhibit # 3, we have determined by interpolation using a polar planimeter that the 1.0 mV/m contour of the Quinby proposal will serve 100% of the Florence Urbanized Area, while the 3.16 mV/m contour of the Quinby proposal will serve 60.7% of the Floreice Urbanized Area.

7 We note that Florencc, South Carolina, has five local, full-scrvicc aural services: WYNN(AM), 540 kHz; WJMX(AM), 970 kHz; WOLS(AM), 1230 kHz; WLPG(FM), Channel 219C2 and WYNN-FM, Channel 292A as well as four local, full service television services: WBTW, WPDE, WWMB and WSPM.

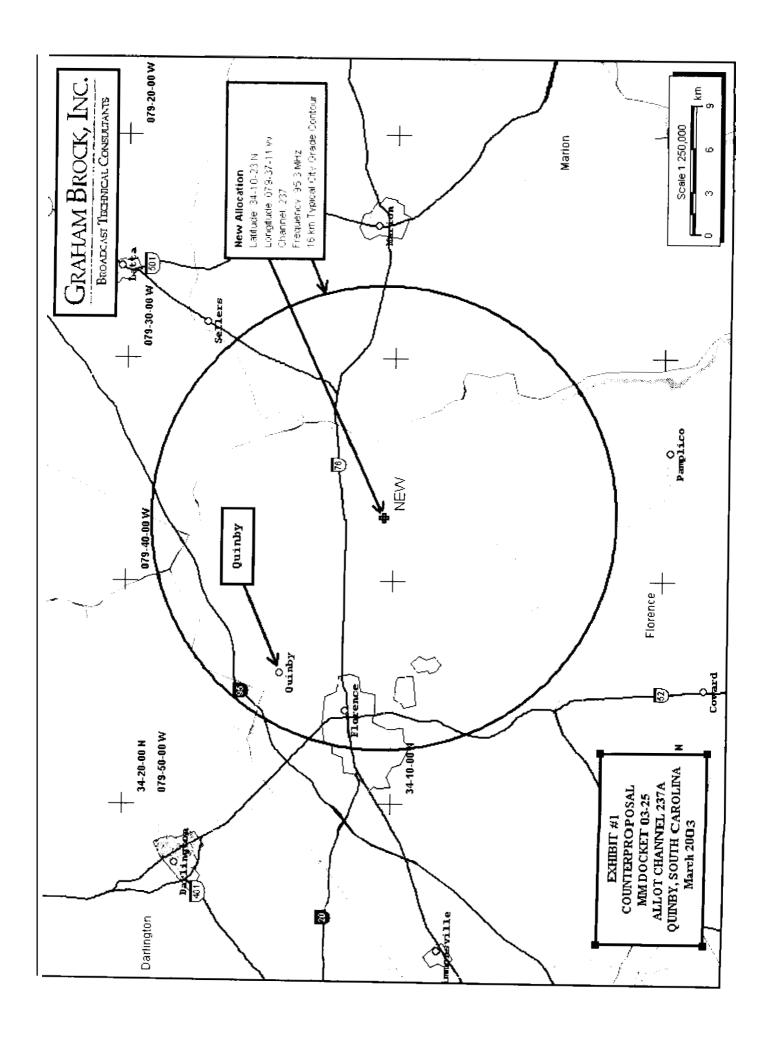
8. The foregoing technical statement was prepared on behalf of Miller Communications, Inc., by Graham Brock, Inc., its Technical Consultants. All data related to broadcast facilities was extracted from the CDBS database. We assume no liability for errors or omissions in that database that may be adverse to the requests contained herein.

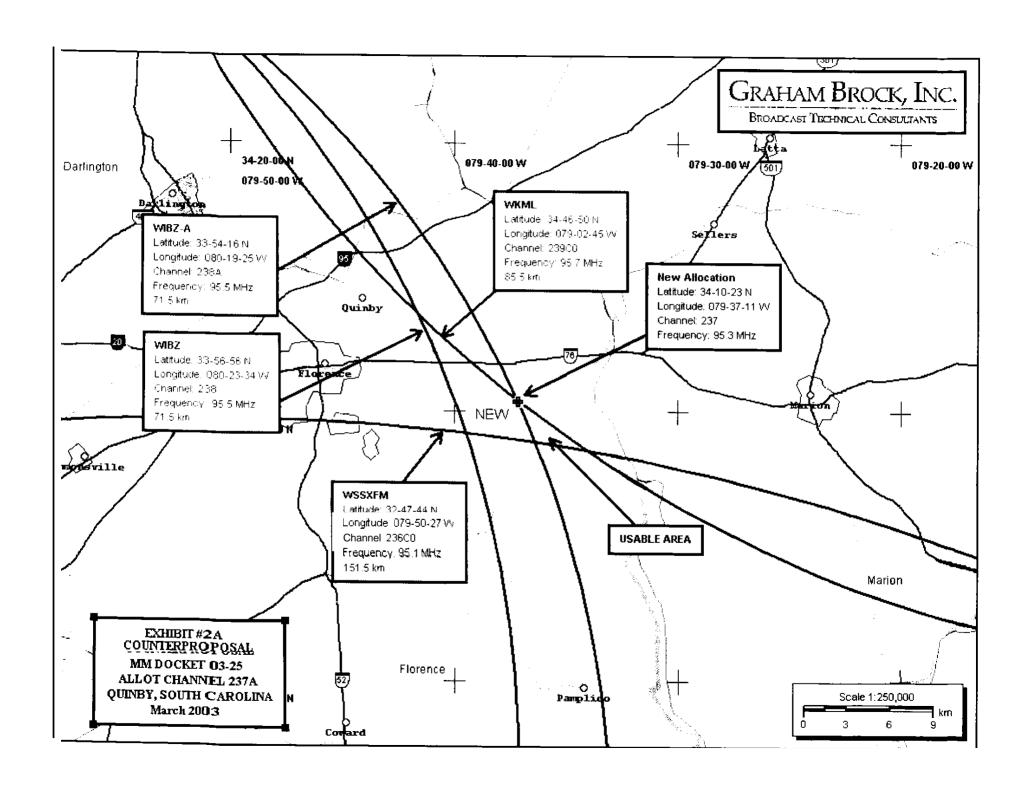
.

From the US Census, 2000 - General Population Characteristics a published on Ilie US Census, American Factfinder, Quinby Town, South Carolina available at:

http://lactfinder.census.gov/bl/dame/en/vt/mank/DEC/2000/SELE/DPI/geo/rd/16000/CS4558795 html

The 70 dBu (3.16 mV/m) City Grade Contour of a full Class A facility extends out 16.1 km from the transmitter, the 60 dBu (1.0 mV/m) Protected Service Contour of a full Class A facility extends out 28.3 km from the transmitter.





COUNTERPROPOSAL MM DOCKET 03-25 MILLER COMMUNICATIONS. INC. ALLOT CHANNEL 237A OUINBY. SOUTH CAROLINA March 2003

EXHIBIT #2

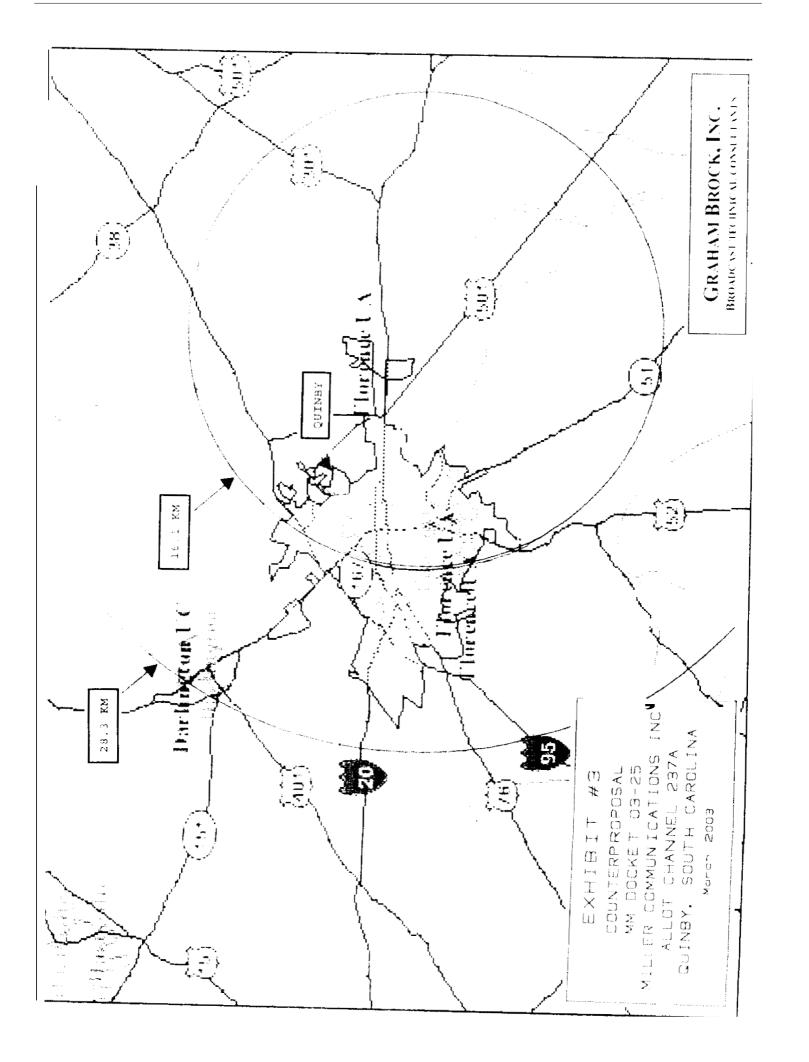
ALLOCATION STUDY FOR QUINBY, SOUTH CAROLINA USING HYPOTHETICAL SITE AS REFERENCE

	REFERENCE 34 10 23 N 79 37 11 W	(– Char	CLASS = A Current Spa nnel 237 = 95	A acings 5.3 MHz		DISPLAY DATA 0 SEARCH 0	DATES 3-28-03 3-28-03
	Call Ch	annel Location W. Lnq. Ant	n Power	Dist HART	Azi	FCC'	Margin
*	RADD ADD 34 12 00	237A Florence 79 40 45	SC 6.000 kW	6.24 100 M	298.6	114.5	-108.26
(a	WIBZ 33 54 16	238A Wedgefield 80 19 25	1 SC 4.600 kW	71.52 113.9 M	245.5	71.5	0.02
	34 46 50	D 239CO Lumberton 79 02 45 DEN ense Limited Partn	100.000 kW	318 M	37.8	85.5	0.05
	32 47 44	236C0 Charlestor 79 50 27 CN Broadcasting Compa	100.000 kW	305 M		151.5	2.67
	33 56 56	238A Wedgefield 80 23 34 CX ommunications, Inc	4.400 kW	118 M	250.9	71.5	4.09
	ALLO VAC 34 02 56	234C3 Sumter 80 12 51	SC 25.000 kW	56.56 100 м	256.0	41.5	15.06
	WICIFM APP 34 02 36 Miller Co	234C3 Sumter 80 12 51 CX ommunications, Inc	SC 8.100 kW BPH20020	56.56 174 M 619AAU	256.0	41.5	15.06
	ALLO VAC 34 02 54	234C3 Suinter 80 12 54	SC 25.000 kW	56.65 100 M	256.0	41.5	15.15
	35 21 44	236C Charlotte 81 09 19 C Radio Subsidiary	100.000 kW BMLH2002	470 M 0321AAN			28.27

^{* -} This proposal $i\,s$ filed as d counter to the proposed allocation of Channel 237A to Florence.

^{@ -} WIBZ has proposed to relocate and that relocation proposal is protected with the allocation of Channel 237A to Quinby.

³⁾ Rounded to the nearest kilometer.



AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

State of Georgia)
St. Simons Island) 55
County of Glynn)

R. **STUART GRAHAM**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Miller Communications, Inc., to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission He is a graduate of Auburn University and has been active in Broadcast Engineering since 1972.

The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 28th day of March, 2003.

R. Stuart Graham,

Affiant

Sworn to and subscribed before me this the 28th day of March, 2003.

Notary Public, State of Georgia

My Commission Expires: April 16, 2006

ATTACHMENT B

IL , EYEM broffit PRINTING IN DIVECT ો આવેલ્યા તે W WOR PRUISENDERLY Thomas A. Credge

CONNCITMEMBERZE

POYAM

Fax 843669/1004 TEDE-693-ED& sanorigateT 3036X 32, yearing 95021 xola.0.4 **TOWN OF GUINBY**

Kendret E. Cose emodeO T awall TOWN CLERK.

CHIEF OF POLICE:

March 28, 2003

To Whom It May Concern:

Highway 327, a major route to the Myrile Beach area. East Ashby Road in Quinby. The Town is located nonheast of Florence in close proximity to 1-95 and Town Council meets on the 1st Tuesday of each month at 6:00 p.m. at the Town Hall located at 611 The fown operates on a Mayor-Council form of government holding elections every two years. The The Town of Quinby was chartered by the State of South Carolina in 1967 and incorporated in 1976.

of Florence. as automobile accidents. City water and sewer is provided by systems owned and operated by the City Volunteer Fire Company has a substation located in the town limits and responds to all fire calls as well offices. There is an apartment complex consisting of approximately 24 apartments. The Windy Hill and movie rental store, A United States Postal facility, a convenience store and various business store, bank, tool and die labficating company, wholesale drywall business, a delifpub, a tanning salon in the town limits as well as a private school. Among the businesses located in Quinby are a grocery two (2) lighted tennis courts, playground area and a softball/baseball field. There are two (2) churches The Town owns a Recreation Complex consisting of a community swimming pool, volleyball coun,

Dawn Osborne. traffic court in the Municipal Courtrooms. The Chief of Police is Kendrex E. Coxe. The Clerk of Court is The Quinby Police Department protects the crizens and the Municipal Judge of the Town holds

annexation of surrounding properties in the next year. the Town as well as other locations throughout the town. Plans for the near future include the possible The Town recently completed a Gateway Beautification project which enhanced the entrances to

If there is additional information needed, please feel free to contact me.

Sincerely,

TOWN CIERK Dawn T. Osbome

ATTACHMENT C

TOWN OF **QUINBY**

P. O.Box 15056 Quinby, SC 29506

Telephone: 843-669-3031 Far **843-669-1004**

MAYOR, COUNCILMEMBERS Thomas A Gregg J Ron Faulkenberry W R Hoke, Jr

W R Hoke, Jr David H Jeffords Clifford Mays Jr

TOWN CLERK

Dawn T Osborne

CHIEF **OF** POLICE

Kendrex E Coxe

March 31, 2003

Ms. Marlene Dortch, Esq. Secretary Federal Communications Commission Washington, DC 20554

Re: MB Docket No. 03-25

Dear Ms. Dortch:

This letter is written on behalf of Miller Communications, Inc. which is requesting you to allot a new FM radio channel to Quinby, South Carolina. The Town of Quinby was chartered by the Slate of South Carolina in 1967 and incorporated in 1976. I am the current Mayor having been elected initially in 1994. I have resided in Quinby since 1949

Quinby is independent from the Florence. South Carolina Urbanized Area. Residents of Quinby perceive Quinby as separate from the Urbanized Area, and perceive themselves as residents of a community independent of Florence. Quinby contains political. commercial, social and religious organizations. The residents of Quinby function and perceive themselves as residents of a community. around which their interest coalesce. **Residents of** Quinby are commonly regarded as a distinct group.

I urge the FCC to allot the new FM channel to Quinby.

Thomas a. Gregisto

Thomas A. Gregg

Mayor

dto